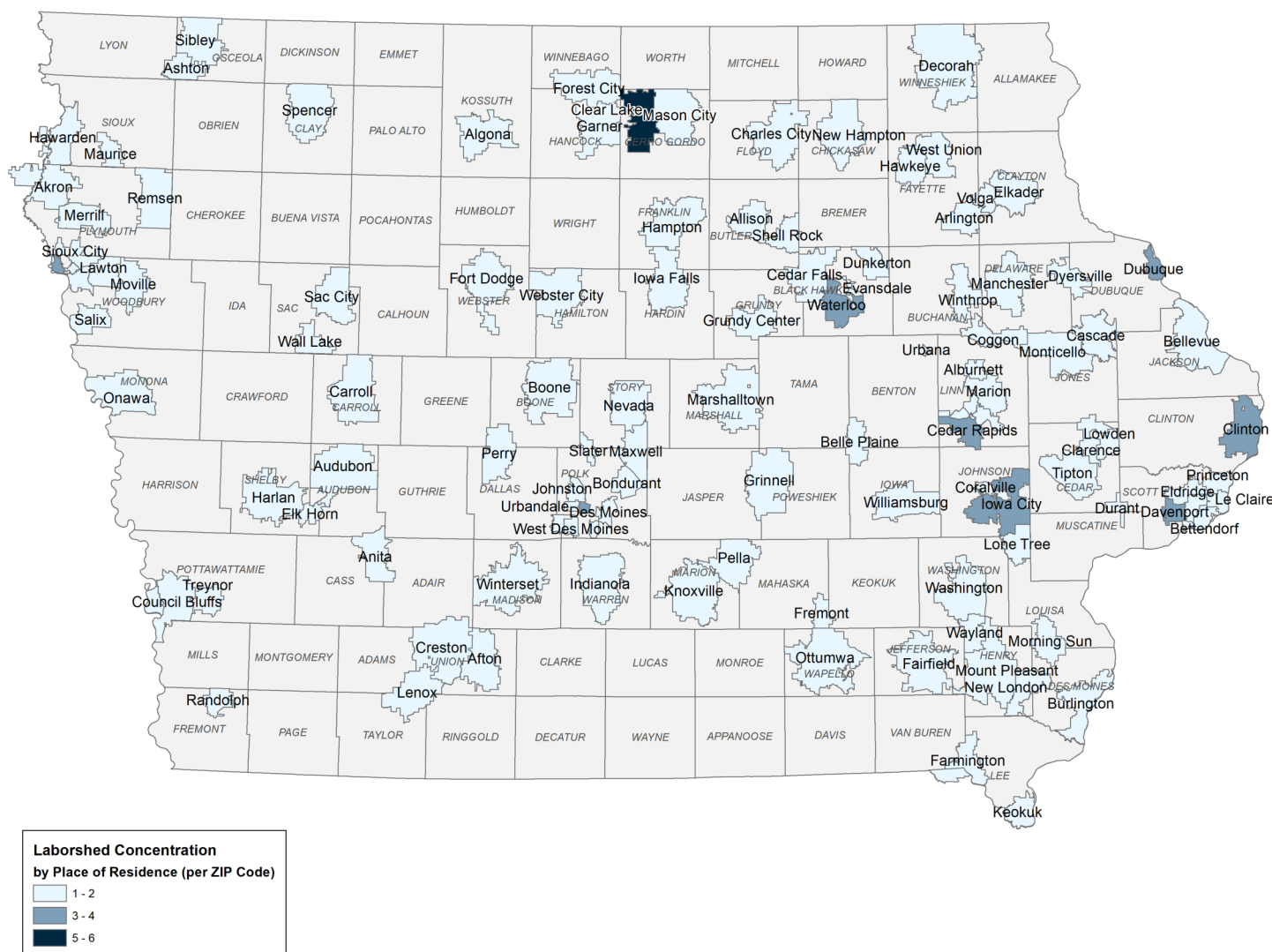


LABOR CHARACTERISTICS

PERSONAL CARE & SERVICE

STATE OF IOWA LABORSHED AREA

CONCENTRATION OF RESPONDENTS WITHIN THE LABORSHED AREA
WITH TRANSFERABLE EXPERIENCE/SKILLS BY PLACE OF RESIDENCE



Workers who have transferable experience/skills in the industry are currently commuting an average of 8 miles one way for work. Those who are likely to change/accept employment are willing to commute an average of 20 miles one way for the right employment opportunity.

FOR MORE INFORMATION REGARDING THE STATE OF IOWA, IA LABORSHED, CONTACT:

LABOR CHARACTERISTICS

PERSONAL CARE & SERVICE

ESTIMATED AVAILABLE LABOR PER OCCUPATIONAL CATEGORY:

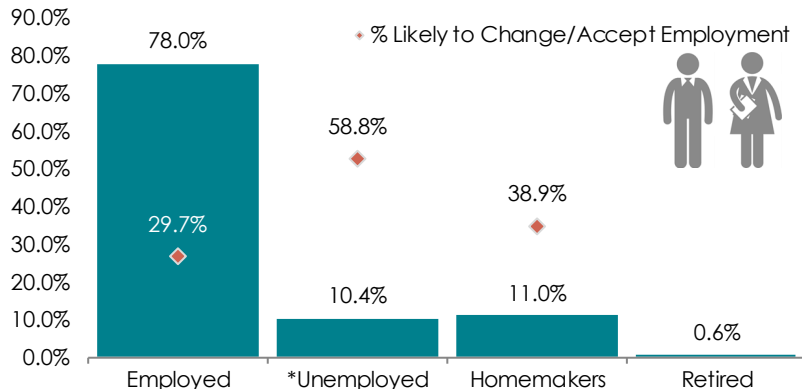
- Amusement & Recreation Attendants - 1.83%
- Animal Trainers - 0.61%
- Barbers - 0.61%
- Childcare Workers - 39.62%
- Fitness Trainers & Aerobics Instructors - 4.27%
- Funeral Attendants - 0.61%
- Gaming Dealers - 1.22%
- Gaming Supervisors - 1.22%
- Hairdressers, Hairstylists, & Cosmetologists - 9.15%
- Manicurists & Pedicurists - 0.61%
- Nonfarm Animal Caretakers - 2.44%
- Personal Care & Service Workers, All Other - 1.22%
- Personal Care Aides - 25%
- Recreation Workers - 4.27%
- Residential Advisors - 1.83%
- Slot Supervisors - 0.61%
- Supervisors of Personal Service Workers - 4.88%

UNDEREMPLOYMENT (ESTIMATED):

- Low hours - 1.8%
- Low income - 2.4%
- Mismatch of skills - 7.3%
- Total - 10.4%

(Individuals counted only once when estimating Total Underemployment.)

ESTIMATED TOTAL BY EMPLOYMENT STATUS (PERCENTAGE):



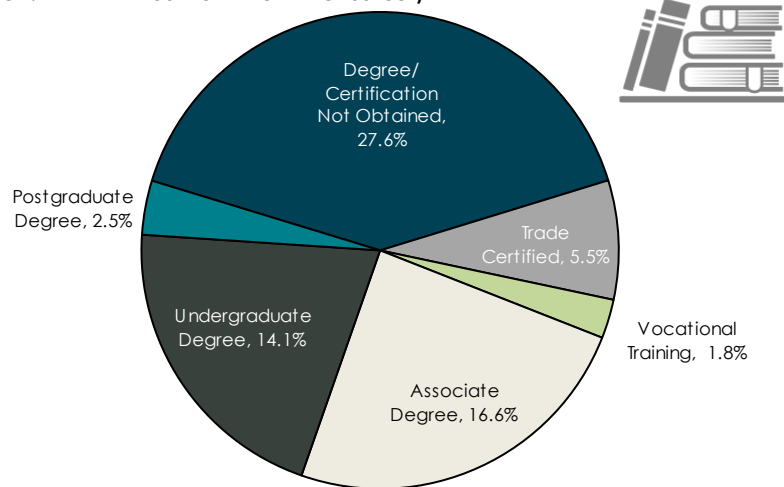
*Employment status is self-identified by the survey respondent. The unemployment percentage does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.

EMPLOYMENT STATS:

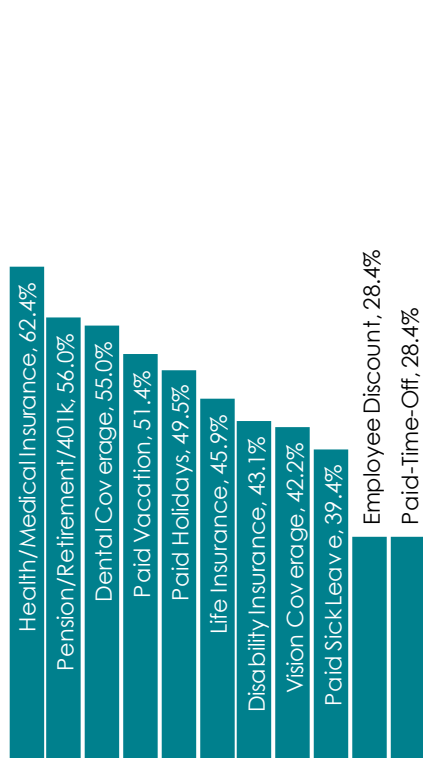
- 58.6% paid an hourly wage
- 81.1% are/were employed full-time
- 18.9% are/were employed part-time
- 43.9% are/were self-employed
- 19.7% hold two or more jobs
- Currently working an average of 43 hours/week

EDUCATIONAL LEVEL:

(68.1% HAVE AN EDUCATION BEYOND HIGH SCHOOL)



CURRENT BENEFITS:



DESIRED BENEFITS:



TOP JOB SEARCH RESOURCES:

(For those seeking employment opportunities, by use.)

- Internet - 72.7%
 - www.indeed.com
 - www.facebook.com
 - www.monster.com
 - www.iowaworks.gov
- Networking through friends, family or acquaintances - 22.7%
- Newspapers - 19.5%
- IowaWORKS Centers - 16.2%

WORKPLACE FLEXIBILITY:

(by percent of interest)

- Job teams - 66.7%
- Cross-training - 51.9%
- Job sharing - 44.2%
- Varied shifts - 38.2%
- Seasonal work - 39.6%
- Temporary work - 37.7%

LABOR CHARACTERISTICS

PERSONAL CARE & SERVICE

| OCCUPATION | OCCUPATIONAL CODE | MEAN WAGE | ENTRY WAGE | EXPERIENCED WAGE | MEDIAN WAGE | MEAN ANNUAL SALARY |
|---|-------------------|-----------|------------|------------------|-------------|--------------------|
| Amusement and Recreation Attendants | 39-3091 | \$10.04 | \$8.33 | \$10.89 | \$9.19 | \$20,879 |
| Animal Trainers | 39-2011 | \$34.69 | \$8.95 | \$47.56 | \$12.27 | \$72,157 |
| Baggage Porters and Bellhops | 39-6011 | \$10.58 | \$8.39 | \$11.67 | \$10.10 | \$22,005 |
| Barbers | 39-5011 | \$15.76 | \$11.15 | \$18.06 | \$16.62 | \$32,772 |
| Childcare Workers | 39-9011 | \$10.36 | \$8.41 | \$11.33 | \$9.41 | \$21,543 |
| Concierges | 39-6012 | \$13.49 | \$10.52 | \$14.97 | \$12.54 | \$28,050 |
| Embalmers | 39-4011 | \$22.49 | \$17.37 | \$25.05 | \$19.43 | \$46,783 |
| First-Line Supervisors of Personal Service Workers | 39-1021 | \$18.25 | \$12.26 | \$21.25 | \$16.78 | \$37,958 |
| Fitness Trainers and Aerobics Instructors | 39-9031 | \$15.81 | \$9.72 | \$18.85 | \$14.24 | \$32,880 |
| Funeral Attendants | 39-4021 | \$13.89 | \$10.80 | \$15.43 | \$12.97 | \$28,883 |
| Gaming and Sports Book Writers and Runners | 39-3012 | \$11.17 | \$8.48 | \$12.51 | \$10.56 | \$23,229 |
| Gaming Dealers | 39-3011 | \$9.15 | \$8.42 | \$9.52 | \$8.84 | \$19,038 |
| Gaming Service Workers, All Other | 39-3019 | \$14.34 | \$11.57 | \$15.72 | \$14.26 | \$29,823 |
| Hairdressers, Hairstylists, and Cosmetologists | 39-5012 | \$13.63 | \$8.75 | \$16.08 | \$12.20 | \$28,359 |
| Locker Room, Coatroom, and Dressing Room Attendants | 39-3093 | \$8.96 | \$8.26 | \$9.31 | \$8.67 | \$18,641 |
| Manicurists and Pedicurists | 39-5092 | \$16.35 | \$9.97 | \$19.54 | \$14.19 | \$34,012 |
| Morticians, Undertakers, and Funeral Directors | 39-4031 | \$32.84 | \$22.57 | \$37.97 | \$29.47 | \$68,301 |
| Motion Picture Projectionists | 39-3021 | \$8.84 | \$8.30 | \$9.11 | \$8.73 | \$18,386 |
| Nonfarm Animal Caretakers | 39-2021 | \$11.58 | \$8.44 | \$13.15 | \$10.56 | \$24,084 |
| Personal Care Aides | 39-9021 | \$12.04 | \$10.39 | \$12.87 | \$11.57 | \$25,052 |
| Personal Care and Service Workers, All Other | 39-9099 | \$11.98 | \$8.56 | \$13.68 | \$10.82 | \$24,912 |
| Recreation Workers | 39-9032 | \$12.94 | \$9.10 | \$14.86 | \$11.90 | \$26,921 |
| Residential Advisors | 39-9041 | \$12.90 | \$9.34 | \$14.68 | \$11.63 | \$26,832 |
| Skincare Specialists | 39-5094 | \$14.60 | \$10.14 | \$16.83 | \$12.49 | \$30,366 |
| Ushers, Lobby Attendants, and Ticket Takers | 39-3031 | \$9.67 | \$8.47 | \$10.27 | \$9.26 | \$20,108 |

The 2019 Iowa Wage data for the State of Iowa Laborshed area was produced by the Labor Force & Occupational Analysis Bureau to provide communities local information on wages by occupation. The source of the wage and employment data is based on the May 2018 OES estimates. Additional occupational wage and employment data can be found at www.iowalmi.gov/laborshed.